

All Eyes to Cohen's Store

Something has happened, and the store is ready to serve as never before. There is not another store in America that will be able to hold its own with this one, beginning with Monday. These several stocks have come as by accident. You are asked to appreciate these goods as you find them.

New White Goods Arrivals

Many new prices, too, when you compare them with what you see elsewhere. You'll find all the latest novelties here. It will pay you to buy a full season's supply. A beautiful line of India Linens and Lawns in Monday's sale.

25c Persian Lawns, 16 2-3c

Sheer Fine Grade of Persian Lawns, 1,000 yards just opened; regular 25c grade, special for Monday, 10 2-3c a yard.
 Mercerized Striped Sheer Fancy Dimity, 15c.
 Open Lace Striped Lawns, instead of 25c, are 10 2-3c.
 Sheer French Lawn, 40 inches wide, one of the best wash materials of the season, 15c a yard.
 40 inch India Linens, season's best price has been 10c; special, 8 3-4c.
 30 inch Nainsook, 12 1-2c.
 Embroidered Dotted Muslins, in pin dots, 12 1-2c.

Best Embroidery News Of the Season

12 1-2c Embroideries, 7c

Some 2,000 yards of Wide Insertings and Edgings.

Embroideries at 5c

Over 2,000 yards in this lot, worth about double.
 Wide Flouncings, 16 2-3c a yard.

Corset Cover Embroideries

and Skirt Flouncings, 10c and 25c a yard.

Embroidered Medallions

Over a dozen styles, 5c each, or 25c for package of six.
 There are Embroideries from 3c to the finest Robe Patterns at \$3.50 a yard.

Three Special Lots All-Over

Shirt-Waist Embroideries

Lot 1—50c

Consists of Swiss and Nainsook, some that were especially made for shirt waist fronts; values to \$1. for 60c a yard.

Lot 2—79c

Allover Embroideries, of Nainsook, Swiss, or Cambric, from the fine baby patterns \$1.25 for 79c a yard; Anglaise, values to \$1.25, for 79c a yard.

Lot 3—98c

This lot includes some of the fine tuckings, with lace inserting; with this season's new designs in Allovers, values to \$2, for 98c a yard.

Dainty All-Over Laces and Beautiful New Vals.

A belated shipment of our import Laces has come to hand. There's rare good news in this lot for you. Some of the latest novelties; first time shown in Richmond.

50 pieces of Allover Lace—Oriental Net—at 50c a yard, in ecru or white.

Another lot of Allover Laces, in the Net and English Vals, for 25c a yard. Trimming Laces, in ecru or white, sleeve width edges and bands, 12 1-2c a yard.

Thousands of yards of Torchons and other Wash and Trimming Laces, for 5c a yard.

New Pompadour Bell Laces, in festoon and medallions, for 75c, \$1 and \$1.25 a yard.

Linen Batiste Laces, Gallons to match Allovers, \$1, and Gallons, 85c a yard.

Imported Dress Fabrics

A beautiful lot of Mohairs, Voiles, Eoliennes, Henriettas and all the other stylish Dress Fabrics have just come in. It is impossible here to give but the briefest detail. Many of them are 25 per cent. less than actual value, because contracted for before the recent rise in prices.

Colored Goods

44 inch Silk and Wool Eoliennes, self-colored checks, pretty for an evening gown, \$1.25.
 12 1-2c Tucked Voile, in cream and blue, only 41 inches wide, desirable for odd skirts, 75c.

London India Panama Voile, 41 inches wide, fine for an Eton suit, special, 75c.

36 inch All-Wool Panama, makes a nice lightweight walking suit, 39c, worth 50c.

56 inch Invisible Plain Novelty Suiting, in gray and tan, regular "English" walking suit material, \$1; others, 36 inches wide, 50c.

36 inch Silk Striped Panama, 50c. Silk and Wool Gros-de-Laine, in green only, a 21 1-2c value, 80c.

36 inch Worsted Crepe Cloth, a 25c value, for 25c.

44 inch Mohair, in self-colored checks and centers; these are Bradford's goods; \$1 a yard.

Novelty Mohair, shot effect, for the "new spring" suit; 25 inches wide, 33c.

Trunks and Travelling Bags

Canvas Covered, Iron Bound Trunks, brass lock, for \$2.50.
 Brass Trimmed Trunks, for \$3.50.
 The New Automatic Trunk, most convenient trunk made, for \$8.

Suit Cases from \$1.15 for a Leatherette Lined Luggage Bag, Trimmed one, to the Heavy-Sole Leather Cases at \$7, \$8, \$9 and \$10.

SATCHELS FOR 75c.
 Solid Leather Satchels, for \$1.50.
 Leather Lined Satchels, for \$3.
 Black Leather Satchels, dull brass trimmed, leather lined, for \$5.

25c Shams, 15c

5c Applique Scarfs and Shams, various kinds, 15c.
 Lot of ready-made Pillows, finished with cord and tassels, value to \$1.00; choice, 60c and 95c.

39 Tray Cloths and Centers, hem-stitched and stamped, for 83c and 25c values; special 10c.

Heavy Linoleums, usual 6c to 85c grades, for 29c a square yard.

Mohair Checks, in blue, green and brown, 45 inches wide, \$1.

Save a Full Third on Black Underskirts

15c Black Mercerized Italian Cloth Underskirts, for 10c. Trimmed with tailor stitched bands and umbrella ruffle.

75c buys the best 41 Black Mercerized Underskirts you ever saw; two ruffles headed with stitched bands.

Another special Black Underskirt has four ruffles, each trimmed with feather stitching, a good 1 1-2c value, for 88c.

Extra Inducements in White Underwear

95c for Gowns, Skirts, Chemises and Corset Covers, some of the best \$1.50 to \$2 values.

Another lot consists of fine Nainsook, Cambric, Long Cloths and Muslins, 12 1-2c garments, for 85c.

70c for Gowns and Skirts, regular \$1 values, about 25 dozen in the lot.

Sale of \$100,000 Worth of Silks in a Day

and nearly \$30,000 of that sale came to Cohen's. Every piece of goods made for this season.

Values are not considered; we sell them as we bought them, except that you get them with the Cohen guarantee. It is the goods of a maker whose product we have sold for 20 years.

The surprise price reaches as well the late spring novelties as the solid colors and blacks.

Owing to the enormous quantity of Silks it is not likely that they will be ready before 9 o'clock Monday.

\$1.50 Taffeta Silks, 85c

220 yards Fancy Imported Taffeta Silks, pure dye, imported to sell for \$1.50, every fashionable color of the season; price to be 85c a yard.

Taffeta India Silks, in shirt waist and shirt waist suit styles, best value, 80c, for 20c a yard.

Newest French Taffeta Silks, made to sell for 75c and 85c for 40c and 50c.

Yard wide Black and Colored Habutal, cost 85c, price, 40c and 50c.

Black Peau de Soie, 27 inches wide, 50c.

Black Taffeta, chiffon finish, 80c.

90c Pure Dye Black Taffetas, for 85c and 90c.

50c India Silks, 33c

50c Lyons Dye India Silks, for 33c a yard.
 Yard wide Lyons Taffeta, never sold for less than \$1.50 for \$1.10.

White Habutal, usually 25c, for 10c a yard.

Yard wide White Habutal, 30c a yard.

Double width White or Black Mousseline, 50c grade, 35c.

Nearly a hundred pieces of Black Taffetas, the finest grade imported to this country. We make the prices 35c to 40c. Some that are 60c, cost over \$1.

Crash Finish Tussah Silks, sold everywhere at 75c, for 50c a yard.

27 inch Ping Yang Pongee, sells for \$1.10 here for 60c.

We cannot give you one-half the silk items that will be on sale here beginning Monday.

Fine Tailored Garments

which give you the wear and appearance of those made by a tailor at double our prices. Our guarantee makes these garments absolutely satisfactory. New styles are coming in all the time.

This Suit \$8.75

\$12.50 to \$15 New Cloth Suits, for \$8.75. These are remarkable values; are in the best styles of the season; finer ones at like reductions.

Mohair Suits, in colors and black, with the new Kilt-plaited skirts, tucked waists, for \$5.98.

There are Mohair Suits in various colors and styles at \$7.50.

New jaunty Eton Suits, of fine quality Sicilian, cut over the latest models, in black, navy and green; \$22.50 suits for \$15.

Tailor-made Skirts of Mohair, 11-gore plait, in all colors, for \$2.

Silk Shirt Waist Suits

are the correct thing for the coming season; comfortable, practical and pretty, \$12.50 a suit. Made of good taffeta, serviceable quality, in brown, black, blue, plain, in changeable effects, and, in fact, all wanted shades.

Other Silk Suits to \$20.

Children's Percale Dresses, in various colors, 50c.

Children's Russian Blouse Suits of French Chambray, will embroidered emblems, 95c.

\$1.15 New Percale Wrappers, in light

Fine Mohair Skirts

made to sell for \$5.50; blue, brown and black, for \$3.98.

Best \$7.50 Sicilian Skirts in town are here in all colors, at \$5.

New designed Skirts of hand-finished Clay Worsted, \$5.98.

New 35-gore 10 Skirts of Panama or Mohair, \$7.50.

Taffeta Skirts, of all pure silk, 15-gore, flare bottom, \$7.50.

New 35-gore Skirts, of soft-finished taffeta; also cluster skirted blouse; all sizes, \$10.

10 Year Guarantee



Our optician will test your eyes Monday and fit you with a pair of genuine

Sand Pebble

Spectacles or Eye Glasses, guaranteed for 10 years, for \$1.50. These glasses are sold in exclusive optical stores for \$3.50 to \$4.50.

Imported Hosiery and

Some Other Fine

Bargains

Women's Imported Lace Lisle Stockings, in new allover designs, 44c a pair.

Women's Lace Stockings, imported to sell regularly at 25c, are 20c.

Women's Imported Embroidered Stockings, in black with small designs of hand embroidery; also tans with embroidered insets; solid, cadet and sky blue, 25c a pair.

Women's Imported Egyptian Lisle Stockings, in the very sheer and medium sheer gauze, with garter tops, 25c a pair.

Women's Stockings; allover lace in new tan shades; black fancy open-work or dropnet and several other designs of fancy black, all imported specialties, 25c a pair.

Women's Solid Black, Black with White Feet, Tan, Combined Maco and Fancy Color Seamless Stockings.

Shirtings, in the very sheer and medium sheer gauze, with garter tops, 25c a pair.

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Charming Silk Waists

More different styles and prettier ones than we ever had before.

This Taffeta Waist for \$5



The pretty Taffeta Shirt Waist, like cut, is the very latest style. Front, collar, and cuffs trimmed with Valenciennes lace, forming medallions on shoulders; also hand embroidered, with French knots. White, light blue and black; price, \$5.00.

One lot of Shirt Waists, value up to \$5.50, about one hundred in all—Peau de Soie, Taffeta, and Crepe de Chine, black and colors; choice, \$2.50.

Fancy China Silk Waists, elaborately embroidered, tucked and trimmed with Valenciennes lace, for \$5.00.

Plain Tailor-Made China Silk Waists, for \$1.00, less than cost of material.

Fine White Lawn Waists, tucked, with three rows of fine embroidery; the best \$1.25 Waist shown this season; all sizes, for 70c.

50c Percale and Madras Waists, more than 200 to choose from; are perfectly tailored, white and colors; choice, 85c.

Handsome White Lawn Waists, open back or front; beautifully trimmed with lace and medallions, for \$1.45 and \$1.60.

Lace Waists that were made to sell for \$10, lined with China Silk, white, ecru or champagne; price, \$5.00.

Several Hundred Parasols And Umbrellas Have Arrived

Embroidered Pongee Silk Parasols, \$2.50.

Tucked and Hemstitched Pure Silk Parasols, in solid colors, \$1.50.

Lingerie Parasols, white tucked or gandy over pink and blue silk, 85c.

Conching Silk Parasols, with enameled sticks and cases to match, \$2.98.

\$1.98 for All-Silk Parasols, with fancy hemstitched border.

Shepherd Check Parasols, with hem-stitched border, \$2.50 and \$3.

Children's Parasols, 10c to \$1.50.

Sale of 500 Union Taffeta Silk Umbrellas, with fancy, pearl, silver, ivory, horn, natural with silver trimmings and mourning handles, \$1 each.

Pretty & Stylish Dress Linens

A splendid line of White and Colored Linens for suits, waists and skirts.

White Linens

Shirt Waist Linen, full 40 inches wide, pure white and soft finish, instead of 40c, the usual price, our special price, 20c.

36 and 38 inch Linens, pure white, soft finished, for 25c.

Double Width Suiting Linen, 50c a yard.

2 1/2 yards wide Suiting Linen, soft finish, 85c a yard.

An extra quality Suiting Linen, in a medium weight pure linen, 40c a yard.

Embroidered Linens, \$1, \$1.25 and \$1.75 a yard.

Colored Linens

Imported Linen Suiting, in etamine, bourette and fancy figured effects, import cost 20c to 30c; choice, 25c a yard.

Solid Color Linen Suitings, full yard wide, in all the wanted shades, including natural, 10c a yard.

All-Linen House Linen, in the natural shade, for 12 1-2c.

32c Linen Crash Suiting, 10c.

Fancy Woven Bourette Linen Suitings, 35c.

Linen and Silk Gauze, natural color, 19c, instead of 60c.

Cohen's Bargain Basement

has a great interest for shoppers now. Every week cases upon cases of short lengths of White and Cotton Goods come in. You save an average half on them.

12 1-2c French Percales, 6 3-4c

French Cambrics, 12 yards in a piece, worth \$1.50, for \$1.

Yard wide French Percales, Madras Cords and Printed Cambrics, lengths to 8 yards sold from the piece for 12 1-2c to 20c; choice of 5,000 yards, 9 3-4c a yard.

Bourette Voiles, in light and medium shades, made to sell for 15c; these manufacturers' lengths enough to be matched up for any garment, for 8 1-2c.

40-inch Irish Linen Finished Lawns and Kimono Cloth, worth 10c and 25c, for 8c.

Indigo Blue Prints, neat figures of white, the 5c grade, for 3 1-2c.

Soft Finished Bleached Cotton, the 6c grade, for 4c.

Amoskeag and Lancaster Apron Check Ginghams, all the wanted checks and colors, 5 3-4c.

5c Bleached Sheetings, full 2 1/2 yards wide, for 20c.

12 1/2c French Percales and Corded Madras, in all designs; manufacturers' lengths makes; the price 6 3-4c.

10c yard wide French Percales, 5 3-4c.

5c Light Shirting and Dress Calicoes, 3 3-4c.

40-inch Fancy Figured Batiste on light grounds, instead of 10c, for 4c.

5 1-2c Fancy Woven and Solid Color Seersucker Dress Ginghams, 5 3-4c.